

PARTNERSHIP DEVELOPMENT FOR SUCCESSFUL PIPELINES



Brattleboro Memorial Hospital
EXCEPTIONAL CARE FOR OUR COMMUNITY

COMMUNITY
CCV COLLEGE
OF VERMONT

YOUR PRESENTERS



Eilidh Pederson, MPH
Vice President of Medical Group
Management & Population Health

Brattleboro Memorial Hospital



Tiffany Keune
Associate Dean of Workforce
Education

Community College of Vermont



Michael Keogh
Business & Community Outreach
Manager

Community College of Vermont

BRATTLEBORO MEMORIAL HOSPITAL

- Works in partnership with Windham County Dental Center
- 61 bed community hospital located in Brattleboro, VT
- Serves a rural population of approximately 60,000 people in twenty-two towns in Vermont, New Hampshire, and Massachusetts
- Rapid expansion of BMH Medical Group



COMMUNITY COLLEGE OF VERMONT

- Classes offered in 12 locations statewide and online
- Associate and Associate of Applied Science degrees: 13
- Career Certificates: 8
- Associate and/or Certificate Programs that are available 100% online: 17
- Accredited by the New England Commission of Higher Education
- Admission: open to all students who can benefit
- Credits transferable to bachelor's programs
- Awarded in AY 2018
 - Associate and associate of applied sciences degrees: 511
 - Career-focused certificates: 59
 - Industry-recognized credentials: 611



MEDICAL ASSISTING

Need:

Medical Assistants were in high demand

Coursework was 2 years and \$15,000

Career Ladder needed

Turnover rate was greater than 50%

Lacking Certified Medical Assistants

Licensed Practical Nurses

Registered Nurses



Brattleboro Memorial Hospital
EXCEPTIONAL CARE FOR OUR COMMUNITY



News

BMH and CCV Collaborate in Developing a New Accelerated Medical Assistant Program

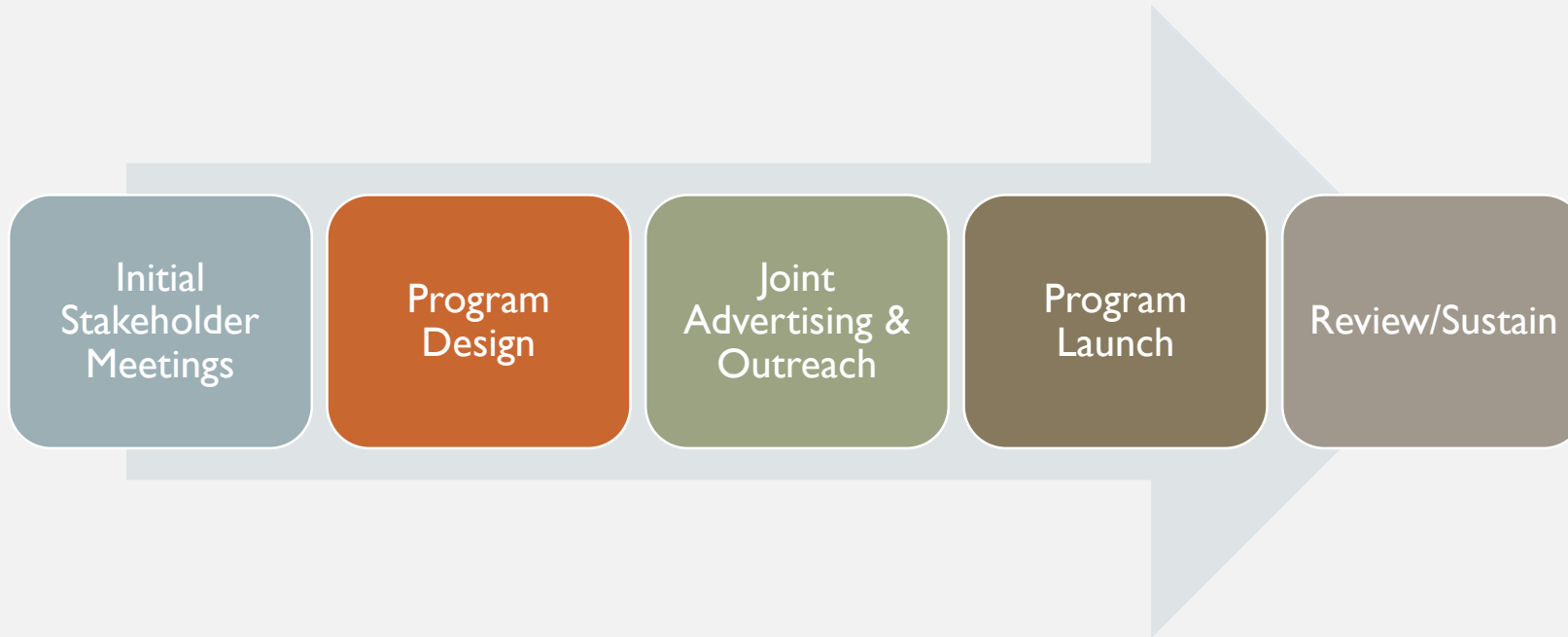
Brattleboro Memorial Hospital (BMH) and [Community College of Vermont \(CCV\)](#) are joining forces in response to challenges filling positions within the local healthcare workforce by launching an accelerated program to prepare qualified candidates for jobs as Certified Medical Assistants. Enrollment in the 14-week program will be limited to twenty participants. Classes will be held on the CCV Brattleboro campus.

ROLE OF CERTIFIED MEDICAL ASSISTANTS

- Greet and room patients
- Obtain vitals
- Document pertinent patient health information into electronic medical record
- Answer patient questions
- Medication reconciliation and refills
- Follow-up on lab results
- Allow clinicians to practice at top of their license



COLLABORATIVE DESIGN



INITIAL STAKEHOLDER MEETINGS

- Representatives from the hospital meet with representatives from the college to brainstorm solutions to the workforce pipeline issue.
- Once an initial plan is developed, decision makers are brought in to give feedback and direction.
- Once direction is agreed upon, program planning can begin.

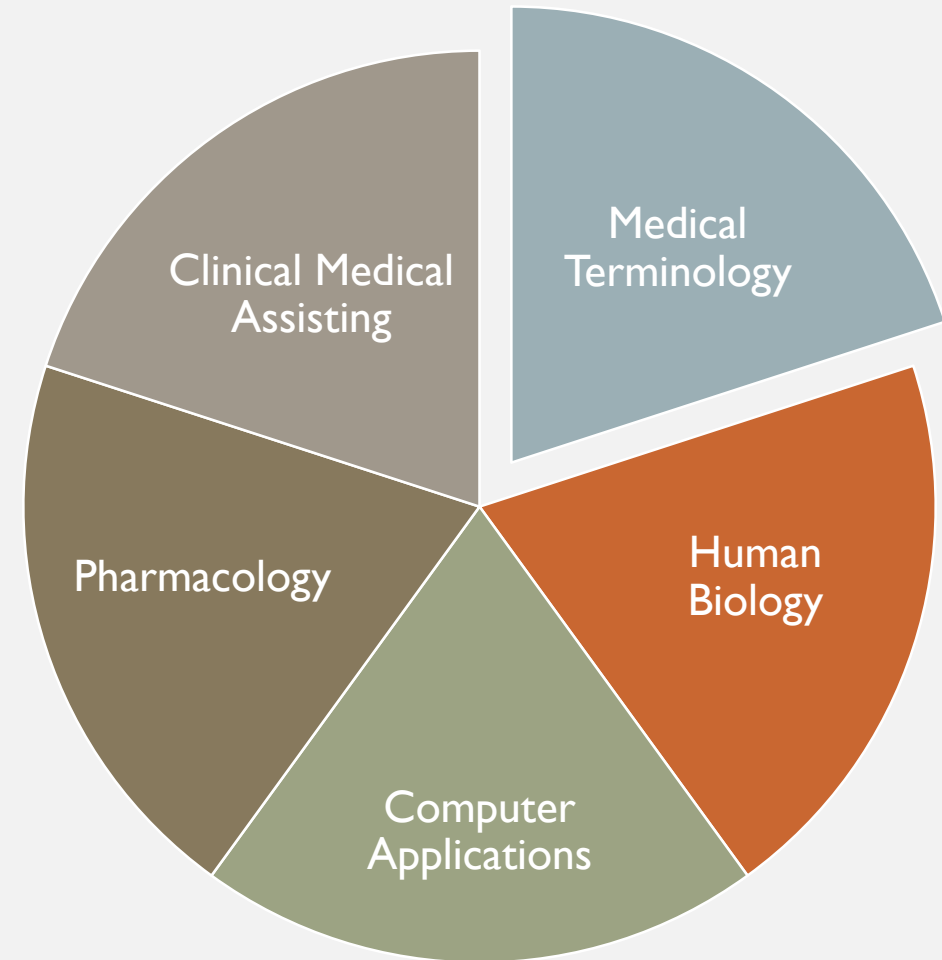
PROGRAM DESIGN

Job requirements are lined up with existing coursework.

Overall program is designed.

Program timeline is developed.

Program cost is discussed.



Weeks 1-7

First intensive semester courses

Weeks 8-15

Second intensive semester courses

Weeks 15+

Direct Hire and On-the-Job Training

STRUCTURE AND CURRICULUM

- Curriculum developed in partnership
- Focus on outpatient Medicine
 - Pharmacology
 - Electronic Medical Record
 - Anatomy and Physiology
 - Robust SIM Lab presence and on-site training
- 15 weeks of classroom and 3 weeks of internship
- Match Day
- Start employment!



JOINT ADVERTISING AND OUTREACH

Several mechanisms are used for outreach and advertising, including:

Open Houses/Information Sessions

Cross-Organizational Website Placement

Outreach to Current Students in Health Classes

Outreach to Employees who want a Career Change

Press Releases

The screenshot shows the homepage of the Community College of Vermont (CCV) website. The browser address bar displays <https://ccv.edu>. The website features a green header with the CCV logo and navigation links: Apply TO CCV, Pay FOR COLLEGE, Explore PROGRAMS & CLASSES, Find OUR LOCATIONS, Discover OUR RESOURCES, and Learn MORE ABOUT CCV. A search bar is located in the top right corner. The main banner area has a background image of a road winding through a forest, with the text "Where Can CCV Take You?" and three icons representing a degree, a briefcase, and a checkmark. Below the icons are the phrases "Closer to a 4-year Degree", "Into your Dream Job", and "To your next Promotion". A link "Learn more about how CCV can help you on your road to success." is at the bottom of the banner. The page also includes sections for "Announcements" and "Calendar". The "Announcements" section features a post about applying for a 2019 College to Career Medical Assistant Program through Brattleboro Memorial Hospital, accompanied by a photo of a woman. The "Calendar" section lists upcoming events: a Prior Learning Assessment Info Webinar on April 16, a Global Social Problems Film Series on April 17, and an American Red Cross Blood Drive on April 23. A vertical sidebar on the right contains social media icons for Facebook, Twitter, and YouTube, along with buttons for "APPLY TODAY" and "CONTACT AN ADVISOR".

COMMUNITY COLLEGE OF VERMONT

Search...

Apply TO CCV Pay FOR COLLEGE Explore PROGRAMS & CLASSES Find OUR LOCATIONS Discover OUR RESOURCES Learn MORE ABOUT CCV

Where Can CCV Take You?

Closer to a 4-year **Degree**

Into your **Dream Job**

To your next **Promotion**

Learn more about how CCV can help you on your road to success.

Announcements

[Read More](#)

Apply for 2019 College to Career: Medical Assistant Program through Brattleboro Memorial Hospital

Brattleboro Memorial Hospital (BMH) and Community College of Vermont (CCV) are, once again, offering an accelerated program to

April Resource Of The Month

Thinking of doing some home repairs this spring?

The Champlain Housing Trust is now offering a \$2500 grant toward eligible home repairs. If you've been putting off fixing your roof or furnace, now is the time to apply! If

Calendar

| | |
|--------|---|
| Apr 16 | Prior Learning Assessment Info Webinar 12:00pm |
| Apr 17 | Global Social Problems Film Series 3:30pm-5:30pm Montpelier |
| Apr 23 | American Red Cross Blood Drive 10:00am-3:00pm Montpelier |

[View Academic Calendar](#)

APPLY TODAY

CONTACT AN ADVISOR

PROGRAM LAUNCH

- Documents are designed:
 - Scholarship Document
 - Application Checklist
- Advisor meetings are scheduled with all interested participants.
- Assessments, degree audits, and applications are completed.
- Coursework begins!



2019 Brattleboro Memorial Hospital/Community College of Vermont "College to Career" Scholarship Application

Please Use Ink!
To be completed by the student

Name: _____

Mailing Address _____
Street City/State Zip Code

Phone #: _____

Cell #: _____

E-Mail: _____

High School attended: _____ Graduation Year: _____

College(s) attended: _____ Dates: _____

While previous health care experience is not required for the application to the scholarship program, please describe any health care experience that you may have:

PROGRAM REVIEW & SUSTAINABILITY

- Celebrate Success!
- Stakeholders meet to review program.
- Planning for next cohort begins.



STATISTICS

2016

**8 Selected,
3 still
employed**

2017

**7 Selected,
6 still
employed**

2018

**8 Selected,
8 still
employed**

ENVIRONMENTAL SERVICES

Problem to solve:

BMH needed a new pipeline of workers to fill positions within the Environmental Services department.



Brattleboro Memorial Hospital
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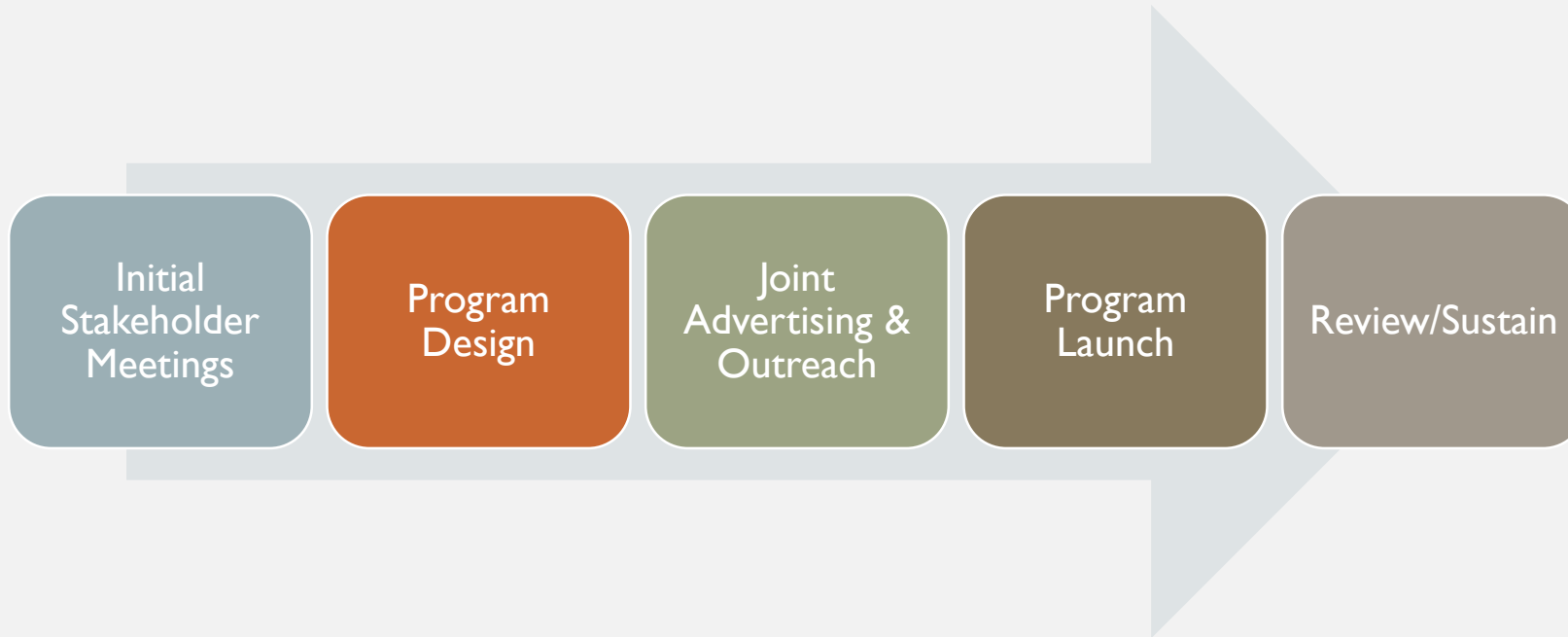


Environmental Services Training Program

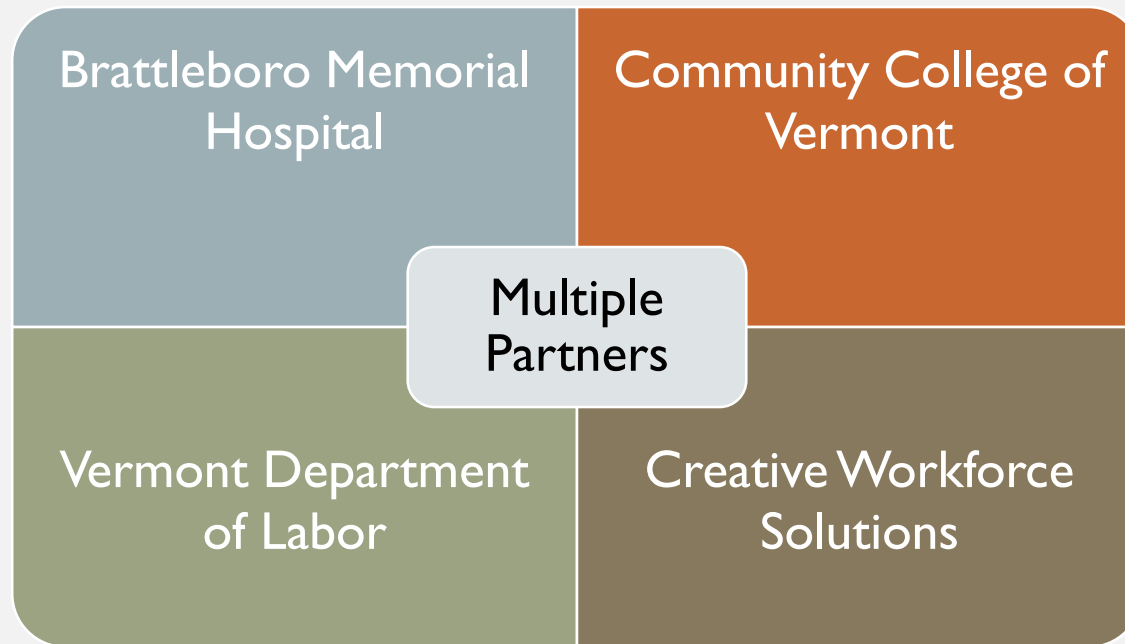
About the Program

BMH is partnering with the Community College of Vermont and the Vermont Department of Labor to offer a new Environmental Services Certification Program. Participants will be certified in hospital infection control and upon successful completion of the program, will be eligible for direct hire with BMH.

COLLABORATIVE DESIGN



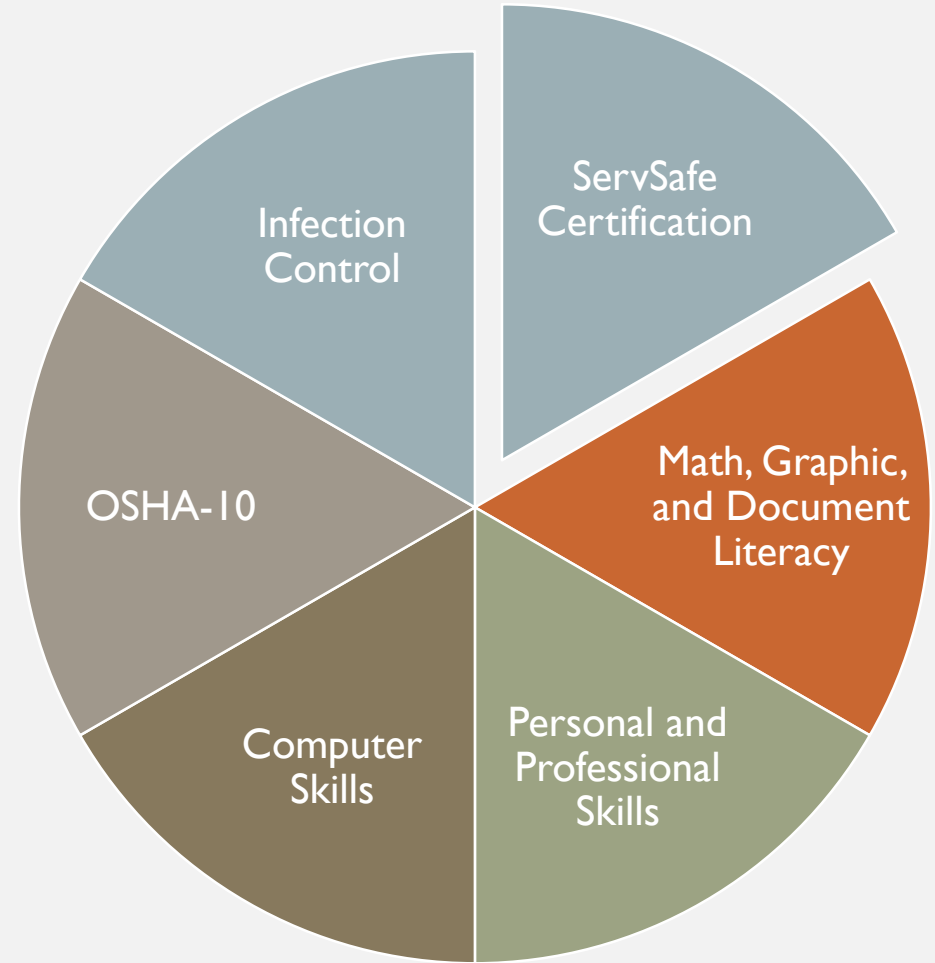
INITIAL STAKEHOLDER MEETINGS



PROGRAM DESIGN

CCV job shadows two senior EVS staff to inform curriculum development

Job requirements are used to design customized workshop.



Weeks 1-3

Intense classroom experience, 3 days p/week

Weeks 4-9

Classroom training scales back to 1 day p/week while student begins their paid work experience.

Weeks 10+

Direct Hire

PROGRAM TIMELINE

Brattleboro Memorial Hospital

ENVIRONMENTAL HEALTH SERVICES

Training & Employment Pipeline

MARKETING AND PROMOTION

VDOL, VocRehab, CCV, CWS, and other partners will start the process of promotion, and recruitment for the program..

**8
WEEKS**

**8
WEEKS**

TRAINING (PT 1)

Participants will begin their training and certification for the National Career Readiness Certificate and CCV Workforce Certificate in EHS. This first part of training is exclusively classroom based and immersive. Classes are 3 days p/week.

RECRUITMENT AND REGISTRATION

After initial marketing, we will begin the recruitment and registration process which includes selection of candidates and processing paperwork for funding and course registration.

**3
WEEKS**

**8
WEEKS**

FTE

Upon completion of this program, participants will have received a national certification, a CCV workforce certificate, and work experience. BMH can then elect to hire any or all of these trained and certified candidates..

TRAINING (PT 2)

At this stage students will scale back their classroom experience to 1 day p/week and supplement instruction with on the job training.



PARTNER ROLES AND RESPONSIBILITIES

Plan:

CCV

- Curriculum Development
- Faculty selection/training
- Location and materials

BMH

- Marketing
 - Video
 - Lawn signs
 - Webpage
- On the job training
- Commitment to offering employment to all graduates

VSAC

- Funding for instruction and certification

VDOL

- Funding for Work Experience



JOINT ADVERTISING AND OUTREACH

Several mechanisms are used for outreach and advertising, including:

Open Houses/Information Sessions

Cross-Organizational Website Placement

Video and Lawn Signs

Press Releases

BRATTLEBORO, VT. TUE., APR. 16, 2019 | 49.0° A FEW CLOUDS Forecast

Search...

LOGIN

E-EDITION SUBSCRIBE

Brattleboro Reformer

SECTIONS HOME NEWS SPORTS CULTURE OPINION CALENDAR OBITUARIES

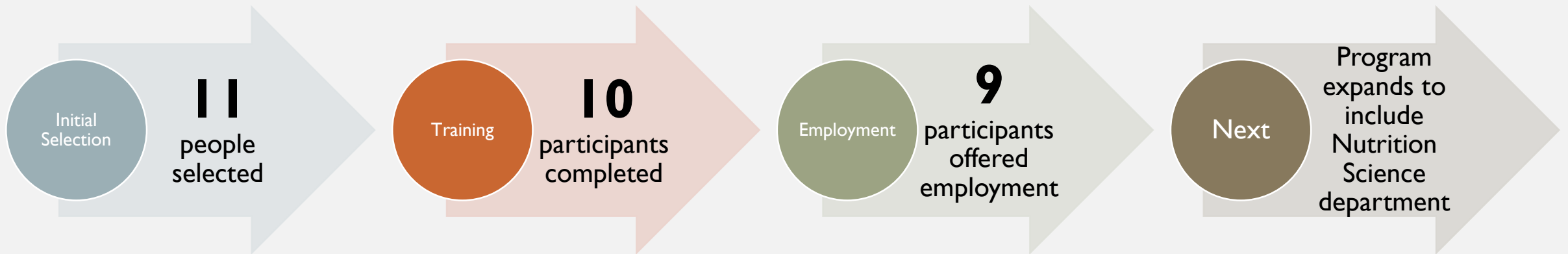
Community College program focuses on Brattleboro Memorial Hospital jobs



Melissa Johnston, of Gullford, an Environmental Service Aide at Brattleboro Memorial Hospital, helps clean one of the rooms at the hospital on Monday, Nov. 13, 2018. Johnston attended a career readiness program at CCV and then job training at Brattleboro Memorial Hospital.

KRISTOPHER RADDER - BRATTLEBORO REFORMER

PROGRAM REVIEW AND SUSTAINABILITY



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CCV/BMH Partnership Leads to Hospital Hires

November 20, 2018 by [Katie Keszey](#)

MONTPELIER, Vt. — Community College of Vermont (CCV) and Brattleboro Memorial Hospital (BMH) have teamed up to provide a direct pathway to hospital jobs in environmental services. At a graduation ceremony today at BMH, certificates were awarded to nine participants in the new Environmental Services Training Program, eight of whom have been offered employment at the hospital.

The program was developed in response to a critical need for qualified staff, and is the result of a collaboration led by CCV and BMH that also includes the Department of Labor, the Vermont Association of Business Industry and Rehabilitation (VABIR), Vermont Student Assistance Corporation (VSAC) and Creative Workforce Solutions. Bill Norwood, BMH's vice president of human resources, says the hospital is proud to be part of this partnership. "Collaborating with local agencies and organizations in order to expand and empower our local workforce is a priority for us. We are pleased to be able to offer training opportunities that will allow people in the area to increase their skills, improve their job prospects, and become a part of a team that aims at career growth."

The nine-week training included five weeks of paid onsite work experience at the hospital, and completers have been offered full-time, part-time, or per diem employment. A number of participants also earned CCV credits, an OSHA certification, the Governor's Career Readiness Certificate, and training in infection control.



KEY COMPONENTS TO A SUCCESSFUL INDUSTRY/EDUCATION PARTNERSHIP

- Collaboration
- Flexibility
- Creativity
- Clear Roles & Responsibilities
- Agreed Upon Timelines
- Innovative Funding Options
- Identifying the Challenge
- Shared Vision of Outcomes
- Written Agreement that can Change



- Training Tied to Competency
- Imbedded Credentials
- Stakeholder Buy-in
- Joint Outreach Efforts
- Workplace Exposure
- Streamlined Processes
- Solutions Focused
- Identification of Point People
- Regular Check-ins